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Message Text

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46
ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W
---------- 093119
R 141038Z JAN 74
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9690
USIA WASHDC
USMISSION BERLIN
AMCONSUL BREMEN
AMCONSUL DUESSELDORF
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL FRANKFURT
AMCONSUL STUTTGART

UNCLAS BONN 0604

COMMERCE FOR PROGRAM DEVELOPMENT- 212

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: USIA-VOA RADIO PROGRAM FOR NEW PRODUCTS

REF: STATE A-9223

1. AS FAR AS WE ARE AWARE, NO INQUIRIES ARISING OUT OF VOA BROADCASTS OF NEW AMERICAN PRODUCTS HAVE BEEN RECEIVED BY ANY POSTS IN GERMANY SINCE THE PROGRAM'S INCEPTION LAST OCTOBER. THIS IS NOT SURPRISING IN VIEW OF THE SOPHISTICATED NATURE OF THE GERMAN MARKET AND THE MANY WELL ESTABLISHED SOURCES OF COMMERCIAL INFORMATION THAT ARE AVAILABLE TO PROSPECTIVE BUYERS OF AMERICAN PRODUCTS. GIVEN THE CAUTIOUS AND METICULOUS NATURE OF MOST GERMAN BUSINESS DEALINGS AND THE CONSERVATISM OF MOST GERMAN BUSINESSMEN, IT IS HARDLY LIKELY THAT THEY WOULD BE PERSUADED TO INQUIRE ABOUT A US PRODUCT MENTIONED ON THE RADIO.

2. ALTHOUGH WE HAVE NO OBJECTION TO TESTING THIS CONCEPT,
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IN OUR ESTIMATION THE TEST HAS CONCLUSIVELY SHOWN THAT IT

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HAS ACHIEVED LITTLE OR NO DISCERNABLE IMPACT.
HILLENBRAND

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BONN00604
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740144/aaaabptb.tel
Line Count: 63
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-9223
Review Action: RELEASED, APPROVED
Review Authority: WorrelSW
Review Comment: n/a
Review Content Flags:
Review Date: 22 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 APR 2002 by daviscw>; APPROVED <20-Nov-2002 by WorrelSW>
Review Markings:

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Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: USIA-VOA RADIO PROGRAM FOR NEW PRODUCTS
TAGS: BEXP, GE
To: n/a
Type: TE
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